2nd Half 1993 Workplan .....review.

WINSTON SELECT

* *Don't over order.....proper quanitites at retail*
* *Enough to fill promotional displays*
* *Prebook all 4 new styles of Select*
* *$6 per display is the agreed upon payment for DAP*

BEST PRACTICES

* *Consider Vertical coverage*
* *Senior S/R to train PTSW*
* *False objectives need to be dropped. Focus on what has to be done.*

Each division has objectives that are not high priority and can be dropped:

Rotation

Re-merchandising ...etc.

51854 1528

Source: https://www.industrydocuments.ucsf.edu/docs/qpjn0000

GRATIS / MID PRICE

* *If you anticipate needing more than your allocation, you should get requests into NASA ASAP. Requests will be charged agains their mid-price budget.*

* *Magna/Sterling Slim $.50 coupon/vpr*
  remove all lower coupon/vpr denominations.

* *GPC and other deep discount brands should be countered with Monarch using war chest monies. Be at the same price in every call.*

* *BSGSF in package outlets: not all brands....just use on brands that are selling (just doral 100's..... or whatever).*

51854 1529

Source: https://www.industrydocuments.ucsf.edu/docs/qpjn0000

MATCHING COMPETITIVE PRICING

* *Be at the same price as competition in every call.*

DIRECT ACCOUNTS

* *Priority on direct account letter to retailers.*

CARTON OUTLETS

* *Seperate display is priority #1 with Select. Priority #2 would be as close to Marlboro as possible on the carton fixture. if placed on the carton rack, special shelf inserts should be used.*

* *Don's get into major confrontation on 1/2 ctn. price, we won't be hung-up on a small difference.*

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Source: https://www.industrydocuments.ucsf.edu/docs/qpjn0000

* *B1CG1F on carton purchase can be a way of overcoming the 1/2 carton price objections.*

* *POS: Place "Lots" and consider using PT's*

* *"Starbursts" should be a priority to insure attention is drawn to the product.*

PRIORITY ON PACKAGE MERCHANDISING

* *Temporary Displays in "Every Call".*

* *PCD on location: no supplemental promotional or temporary displays allowed.....then share PCD between CAMEL and WINSTON SELECT. Keep Camel on the riser.*

51854 1531

Source: https://www.industrydocuments.ucsf.edu/docs/qpjn0000

CAMEL

* *Where you leave Camel transparency in the OPM place 8 column Winston SELECT transparency.*

* *PCD: Use cents off on Camel Special Lights*

* *It is important that all calls that have SELECT, must also have promoted Camel SPECIAL lights.*

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Source: https://www.industrydocuments.ucsf.edu/docs/qpjn0000

New Jersey Region

June Workplan

Summer Promotion
* Select $.10 lower / Marlboro
* Base Winston POS/display
* Prebook Select

Camel
*Special Lt. B1G1F/discounts
*Camel base B1G1F/discounts
*Work remaining Camel premiums

Mid-Price
*Price parity
*Magna $.50
*Sterling Slim $.50
*Price signage
*Gratis promotions

Private Label
*Price parity
*opportunistic buget
*Monarch Distribution-everywhere!
*B1G1F

51854 1533

July Workplan

Summer Promotion
*Select B1G1F
*Base Winston / $.40
*Select Light sell-in
*Camel S.L. $1.25
*Camel base buy-down
*Camel S.L. $.50 vpr/coup.

Mid-Price
*Price parity
*Magna $.50
*Sterling Slim $.50
*Price signage
*Gratis promotions

Private Label
*Same as June

Aug. Workplan

Summer Promotion
*Select Introduction
*Camel B2G1F base
*Camel $.50 vpr/coup.
*Camel discounting

Mid-Price
*Same as July

Private Label
*Same as June/July

Source: https://www.industrydocuments.ucsf.edu/docs/qpjn0000